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Sommario/riassunto	<p>Marketers have long debated on what governs buying decisions of digital consumers. Are these decisions rational or are they driven by whims and fancies? Human decisions are controlled more by the reptilian brain led by fear and the mammalian brain governed by emotions, rather than the neo cortex that works on rationale. Is it then possible for marketers to decode buying decisions of digital consumers and market their wares strategically in a highly competitive marketplace? How People Buy Online proves it is possible. Not only does it break the myths about online shopping behaviour, but it also reveals some deep marketing insights for consumer engagement by delving into consumer psychology and behavioural economics. This unique intersection of marketing with psychology makes this book an absorbing read, especially for management professionals. Watch the book discussion https://youtu.be/DK20dpk35zU.</p>